

NOTICE.
Subscriber hereby gives
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late of Bethel in
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BELLERY C. PARK,
n, 1933. Bethel, Ma

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THE OXFORD COUNTY CITIZEN

VOLUME XXXIX—NUMBER 31.

BETHEL, MAINE, THURSDAY, NOVEMBER 9, 1933.

Four Cents Per Copy—\$2.00 Per Year

BETHEL AND VICINITY

Watch for notices of Minstrel Show.
Miss Rebecca Carter is visiting in Boston.

S. H. Browne is painting the So. Bethel schoolhouse.
Bethel Grange will hold a card party Tuesday evening.

Mr. and Mrs. A. Van were in Sherbrooke, Que., Saturday.

Schools will open Monday, Nov. 13, after a week's vacation.

D. H. Spearin is enjoying a hunting trip at Greenfield, Maine.

Miss Phyllis Davis returned from the Berlin hospital Wednesday.

Mr. and Mrs. Laurence Lord spent Friday and Saturday in Portland.

Everett Mitchell is ill. He has been confined to the bed for several days.

Miss Martha Brown was the week end guest of Miss Frances Rich at Norway.

Dr. W. R. Chapman is recovering from his illness and is in Portland today.

W. H. Young of Portland spent Sunday with his son, Ralph Young, and family.

Patrick O'Brien and family are visiting in Winchester, Mass., and Nashua, N. H.

Dr. Ralph Hood and Ralph Young are hunting at Boscobuck Camps for several days.

Mrs. L. A. Sumner returned home last week after spending several weeks in Bridgton.

Mrs. Arthur Bean of Norway is visiting her sister, Mrs. Alton Hutchins, this week.

Mr. and Mrs. Daniel Phelps of Portland will Sunday guests of Mr. and Mrs. Edward Terrio.

Mrs. Erma Young was in Lewiston last Thursday, buying music for the ladies' minstrel show.

Mrs. Portey Flint has left Boscobuck Camps for the winter and has rooms at Wallace Clark's.

Miss Lillian Coburn has been the guest of her aunt, Mrs. Robert Blake, at Fryeburg this week.

Miss Priscilla Farwell is spending a few days with her aunt, Mrs. Chester Cummings, at Hanover.

Mrs. Agnes Twaddle and Mrs. Emma Van are preparing and censoring jokes for the minstrel show.

The Ways and Means club of the O. E. S. will commence Wednesday on the costumes for the minstrel show.

Mr. and Mrs. A. C. Greenleaf of Farmington were guests of Dr. and Mrs. S. S. Greenleaf several days last week.

Mrs. Vitella Crosby who was severely scalded several days ago, is recovering and able to get about on crutches.

Mrs. Elwin Wilson and son Harold are spending the week with I. H. Wilson and family at North Bethel.

Mrs. Ferdinand, son Vincent, and George Jones from Derry, N. H. visited their uncle, Wallace Clark, last week.

Mr. and Mrs. Roy Moore were supper guests of Mr. and Mrs. Alastair Grover Saturday. Garay York was also a supper guest.

Misses Beatrice and Julia Brown, Ida Packard and Susie Plasted attended a meeting of the Rebekahs at West Paris Tuesday evening.

Mrs. Grant Maxson left by auto for Baltimore, Md., Thursday, where she will spend the winter with her husband. She was accompanied by a friend.

Mrs. W. H. Twaddle, Mrs. S. S. Greenleaf, Mrs. Norman Hall, Mrs. Stanley Wentzel, and Mrs. Earl Davis were in Berlin Monday afternoon to interview Miss Dorothy Sullivan from the National Headquarters of the Girl Scouts.

Continued on Page Eight.

BETHEL BOY INJURED IN FALL FROM POLE

Edward Terrio, 17 year old son of Mr. and Mrs. Edward Terrio, who live in Mrs. Edith Grover's house on Chapman Street, was seriously injured Friday night when he fell from the sign pole at the Robertson service station on Railroad Street. His condition is considered favorable for a good recovery. He is a member of the Junior class at Gould Academy.

THOMAS—BURBANK

The home of Mrs. Vitella Crosby was the scene of a quiet but pretty wedding Saturday evening, when her niece, Miss Dorothea Burbank, and Raymond B. Thomas of Claremont, N. H., were united in marriage in the presence of relatives and a few intimate friends.

The marriage ceremony was performed by Rev. L. A. Edwards, pastor of the Congregational Church, using the single ring service. The bride was given in marriage by her uncle, Durward Mason. The bride wore a white tulle dress with an orange blossom wreath for her hair, and carried a bouquet of lilies of the valley. Refreshments were served including a wedding cake which was cut by the bride. The couple left for Claremont, N. H., where they will live at 31 Chestnut Street.

Mrs. Thomas is the daughter of the late Brainerd C. and Hortense Mason Burbank. She is a graduate of Gould Academy and attended Gray's Business College at Portland and Bliss Business College at Lewiston. She has been employed at the law office of H. H. Hastings. Mr. Thomas is the son of W. H. and Elizabeth D. Thomas of Factoryville, Penn. He is a mechanical engineer and is now employed at Claremont, N. H. He is a graduate of Rensselaer Polytechnic Institute, Troy, N. Y.

DEMOCRAT SUSPENDED

The publication of The Oxford Democrat was suspended with this week's issue, Tuesday, Nov. 7. The Democrat was established in 1833 at Paris Hill, where it was published until after the County seat was removed to South Paris village. During the many years that it has been under the management of Arthur E. Forbes, the Democrat has been a family newspaper of above average quality, and the people of South Paris and vicinity suffer a real loss in the passing of their local paper.

The next meeting of the Parent Teacher Association will be held at the Grammar School building next Monday evening. Program committee, Mrs. Leslie Davis, Miss Electa Chapin, Mrs. Sherman Allen. A penny lunch will be served.

WARRANT FOR SPECIAL TOWN MEETING

To Carl L. Brown, a Citizen of the Town of Bethel in County of Oxford.

Greetings:—In the name of the State of Maine you are hereby requested to notify and warn the inhabitants of the Town of Bethel, qualified to vote in Town affairs, to meet at Odeon Hall in said Town of Bethel on Friday, the 10th day of November at 2 o'clock in the afternoon to act on the following articles. To wit:

Art. 1. To choose a Moderator to preside at said meeting.

Art. 2. To see if the Town will vote to buy a snow-plow and raise money to pay for same.

Art. 3. To see if the Town will vote to buy a new tractor to run the snow-plow, and raise money to finance same.

Any other business that may legally come before the meeting.

FRANK A. BROWN
JOHN H. HOWE
ARROLL E. ABBOTT

Nov. 1, 1933. Selectmen of Bethel

GOVERNOR SPEAKS AT POMONA MEETING

New Century Pomona Confers Degree Here Tuesday—300 at Dinner

At the meeting of Pomona Grange here last Tuesday the degree team of New Century Pomona Grange conferred the degree on seven candidates at the morning session. The floor work and tableaux were of unusual excellence and were much appreciated by the admiring audience. Those receiving the degree were Robert Nesbit, Leona Yates, Maude Salls, Elwin Cushman, Annie Hannon, Leona and Frank Curtis. Seventy-five members of New Century Pomona were present and over 300 were served at dinner.

AFTERNOON PROGRAM

Old Time Songs, Audience Piano duet, encore, Mrs. F. E. Russell, Richard Russell Remarks, Rev. H. A. Markley, Gorham, N. H. Remarks, Rev. F. B. Lyman, Naples Vocal duet, encore, Mrs. P. O. Brinck, Mrs. Arthur Hudley Address, Governor Louis J. Brann The Governor, talked on the depression, the administration and its problems, and his address and clear manner of speaking won the approval of the crowd which packed the hall.

RED CROSS MAKES APPEAL

In view of the splendid service rendered to the town of Bethel by the Red Cross this last year we feel justified in asking for a liberal response to the membership drive which is on from November 11 to 30th. You will be called upon at your home for the renewal of your membership. There will be needed in this town this winter money to carry on relief work among the needy. We trust that you will respond to this need by your membership fee which is one dollar. Half of which remains in our local treasury.

Following is a statement of the work accomplished by the Red Cross in the town of Bethel last year:

Number of families administered to, 105.
500 bags of flour given out.
60 pairs men's and boys' pants.
40 overall suits for men and boys.
165 pair stockings for men, women and children.
125 suits of underwear for men, women and children.
200 yards of unbleached cotton and canton flannel.
25 play suits and little shirts for children.
70 slip-on and jersey sweaters for men, women and children.
2 blankets and 1 comforter.
125 yards of print and gingham.
\$100.00 given to the New Auburn fire sufferers.

Used articles that have been sent to the Red Cross room have been carefully distributed. The local officers are members of the committee: president, L. A. Edwards; secretary, Mrs. R. C. Dalzell; treasurer, Mrs. G. L. Thurston; Mrs. Frank E. Hanscom, Mrs. Norman Sanborn, Leslie Davis.

The Red Cross committee met at the M. E. Parsonage Monday evening and its activities for the coming year were discussed.

ANNIS FARM BUILDINGS BURN

The buildings on the Annis farm at the top of Capen Hill on the Middle River road were destroyed by fire late Tuesday evening. The buildings were owned by Clarence Annis and Perley Parker. It is understood that the loss is partially covered by insurance. The blaze evidently started in the barn where hay was stored and spread to the other buildings which were not occupied.

Miss Esther Tyler was at home from Portland over the week end.

ARMISTICE DAY—WHAT DOES IT MEAN?

Fifteen years on Nov. 11, 1918, an Armistice was signed which stopped the worst military conflict in the annals of history. The damage to property was stupendous, the loss of human life appalling, and the cost of the war in terms of dollars and cents was almost beyond comprehension.

America's participation in the war gave the necessary balance in troops and credit which eventually led to the signing of that historic Armistice in a pullman car between the High Council of the German Army and Marshal Foch. It is but natural that Nov. 11th should become a date long remembered and appropriately observed. It is the one day in the year when the thoughts of the people should turn in reverence to those who to-day are peacefully resting in quiet cemeteries in France. A day in which the heroic services of thousands should be remembered and the results of their sacrifices noted. A day set apart in every community as a worthy holiday. A day when business should cease to function and every respect paid to the memory of those who have answered the last call while making the world safe for democracy.

Is it possible that after fifteen years the merchants of this town must assemble to decide whether they will observe Armistice Day? In the people of this town wish to forget that a short while ago they saw their young men off to war, scattered forever for better, from the front, extended a celebration to them on their return? Any store or business that operates on Armistice Day does so with the full knowledge of what the day stands for and by so doing expresses their contempt for the day and what it means.

MORE ABOUT SONGO POND

Dr. Gilbert J. Rich
4300 North Prospect Avenue
Milwaukee, Wisconsin
October 31, 1933.

The Editor,
Oxford County Citizen,
Bethel, Maine.
Dear Sir:

I was interested to note that about a month ago you published an item regarding soundings in Songo Pond which showed a depth of 14 and 15 feet in the vicinity of the "drop-off."

The suddenness with which the bottom of the Pond drops away at Steep Point has given rise to many rumors of great and unfathomable depths in the bay behind the point. Because of these, my father and I made soundings of the entire lake about twenty years ago. As the map which we made at that time is put away in my summer home, I must quote the figures from memory. Most of the Pond is 16 to 18 feet in depth. The bay behind Steep Point (the "drop-off") varies from 14 to 16 feet and is nowhere as deep as rumor made it. The deepest point on the lake is near the western shore, about 300 feet out from where the white boathouse of Almon T. Howe stood at that time. Here we found depths of from 22 to 34 feet.

Although these measurements were made quite a while ago, there is no reason to think that they would be different today.

Very truly yours,
GILBERT J. RICH

GOULD DEFEATS BRIDGTON, 24-2

Locals Finish Season With An Uncrossed Goal Line

By scoring a safety in the first period Bridgton scored the first points made against Gould Academy this season. Receiving the kick-off Bridgton marched right up the field to the Gould 3-yard line where a fumble was recovered by Dwyer. It took the local boys some time to figure out the Bridgton double wing back plays with reverses.

Stanley Allen played his best game of the year doing some fine blocking and proving himself outstanding on the defense. Bud Browne did some beautiful open field running while Traf Bartlett made a number of sensational runs around ends.

The Bridgton game brought to a close Gould's second season of football and an uncrossed goal line. This game also ended the careers of some of Gould's best football players. In the backfield the loss of two fine footed half-backs in Ted Brown and Traf Bartlett will be keenly felt. In the line it will be hard to replace Dwyer at center. The star at guard, Dwyer at tackle and Allen at end. The Gould underdogs, however, have shown considerable improvement as demonstrated by their 7-0 victory over the Fryeburg Academy second team.

"BETHEL FOOTLIGHT CLUB"

A group of local people interested in forming a dramatic club in Bethel met last Thursday evening and plans were made for an organization to be known as the "Bethel Footlight Club." The purposes of this dramatic club are to give the young people of Bethel something to do that is both entertaining and instructive; to provide entertainment for the townspeople; and to give a certain percent of the profits of each performance to benevolent work in the community. Another purpose is that it will provide a medium through which the young people can express themselves.

The following officers were elected:

President—Mrs. Erma Young
Vice-President—Dr. Ralph O. Hood
Secretary—Miss Maxine Clough
Treasurer—Herbert R. Bean
Press Correspondent—Mrs. Dorla Lord

Much interest is being shown already and a group of very talented players have been cast in a three act comedy, "I Like Your Nerve," by Katherine Kavenaugh, to be presented in the near future under the direction of Donald Kellogg, former dramatic coach at Gould Academy. The cast of characters will be announced soon.

PROGRESS ON ACADEMY BUILDING

Planter in the basement will be started this week, and the tar and gravel are being applied to the roof. Temporary heat has been turned on in the building.

BRYANT'S MARKET

CLOSED
Armistice Day
SATURDAY, NOV. 11.
Open Friday until 9 p. m.

By vote of Bethel Merchants' Association
Stores Close Saturday, Nov. 11
ARMISTICE DAY

Open until 9 o'clock Friday night, Nov. 10

SOUTH WOODSTOCK

First Sunday in November, and not a cloud to be seen. A cool zephyr blowing. The hunters' moon lights the evening sky.

Small parties of deer hunters are leaving every day, all much enthralled for the chase, though, as yet, few have returned successful.

Several bears have been seen but only one secured to date. Bennie Benson got a nice one on the Greenwood hills a few days ago.

Alvah Hendrickson has opened his boarding camp for loggers at the foot of Molly Ockett Mountain. Mr. Hendrickson has given employment to a large number of men during the past ten years, many of them returning year after year.

Mr. and Mrs. Gerald Davis entertained Miss Dorris Houston of Hanover for the week end at Davis homestead.

Mrs. Evelyn Barrett has filled a number of engagements this past season in cooking by the hour for neighbors who have much appreciated her kind assistance.

Francis Johnson was at home, Oct. 29, to visit his mother, Mrs. Charles Smith, at Camp Shady Nook at the foot of Perham Mountain.

Gayden G. Davis was in Lewiston last Saturday on a business trip. Mr. Davis has the past season been doing quite a lot of buying and trading in live stock but for the present will buy no more till a more stabilized selling market is realized.

During the past summer we have been visited by a couple of nice looking turkeys belonging to a nearby neighbor. "Clut, clut," and we knew our company had arrived. After some time only one came and seemed sad and rather lonely. We made inquiries and found out that the hen turkey had been set but her nest had been destroyed, and in a few days she came with her mate and made us a visit.

In a few weeks she again disappeared and no amount of hunting could find the lost turkey. The owner of the birds shut up the other turkey saying, "I won't lose that one." Recently, one of these cold mornings, what should appear but the lost turkey with six recent hatchling baby ducklings. There were ducks swimming nearby on the pond. Did the turkey, feeling

the loss of her own eggs and nest, steal the duck's nest? Who can tell? The turkeys are very happy with the little duckies now.

Arnold Coffin of Panama, for two and one-half years in the United States Army, was a recent visitor with relatives here, being on a two months leave of absence from military service. Mr. Coffin was a surprise guest of his sister, Mrs. Evelyn Coffin Barrett and of his brother, Ray Coffin, who were most happily surprised, not knowing that their brother had arrived in Maine. Nov. 5 a family gathering was held at the home of his parents, Mr. and Mrs. Frank Coffin, at North Woodstock. Mr. Coffin was very popular among the young people when living in town previous to his enlistment in service, and will be pleased to meet all the girls and boys of the old crowd before going back to Panama, Dec. 31.

GREENWOOD CENTER

Mrs. Carrie Swan, who has been very ill with bronchial pneumonia, is gaining slowly.

School is closed this week for a one week vacation.

Mr. and Mrs. Joseph Elchel of Shelburne were at their camp recently.

Dana Grover of North Paris was in the place one day last week.

Winifred Bryant and Ethel Libby of Rowe Hill were visitors with Mrs. Laura Seames Saturday night and Sunday. Everett Cross of Howe Hill and Beryl Martin visited there Saturday evening.

Glenn Martin visited Saturday evening at Colby King's on Rowe Hill.

NEWRY CORNER

Misses Electa Chapin and Ida Packard of Bethel were in town Sunday.

The regular meeting of the Newry Farm Bureau was held Thursday, Nov. 2, at the home of Mrs. Fred Kilgore.

Mr. and Mrs. Karl Thurston and son, Warren, of Errol, N. H., were in town Saturday.

Mr. and Mrs. Marquis, who are stopping in Grafton, were at their home Sunday.

John Deegan of Greenwood has been in town this week thrashing the pond. Did the turkey, feeling

HOW MUCH DO YOU KNOW?

Questions

1. At what temperature above sea level does water boil?
2. What causes an eclipse of the sun?
3. Who was Mark Twain?
4. What is a glacier?
5. What determines the length of a day?
6. What is the oldest musical instrument?
7. Who won the 1933 baseball world series?
8. Who was the boyhood chum of David?
9. Poison ivy has how many leaves?
10. What is quick sand?

Answers to Last Week's Questions

1. Air in motion.
2. Rome.
3. Eight.
4. Dawes, Curtis, Garner.
5. Clarence Buddington Kelland.
6. 4-H Clubs.
7. Thirteen.
8. Mergenthaler in 1885.
9. Crenation.
10. Her work in temperance.

MILTON

Lewis Vorrill has leased the so-called Milton and Bethel school and is running Saturday night dances.

Mrs. Annie Emery visited at Mary Thompson's one day recently.

Mrs. Charles Poland was at Rumford Falls one day last week.

Lella Starbird and Grace Etheridge were callers at Llewellyn Duck's and Charles Poland's last week.

Harry Billings expects to move into his new house soon.

Mary Thompson and Basha Ackley were in Norway recently.

Mr. and Mrs. Bert Woodsum of Mechanic Falls and Mrs. Tena Woodsum of Locke Mills visited at Clarence Jackson's one day last week.

Arthur Whitman and wife were at Will Dyer's calling recently.

The East Milton school gave an entertainment at the school house, which was very well attended. Much credit should be given Mrs. Abbott and the children.

Perkins Valley — Woodstock

Mr. and Mrs. George Battles and son, Lawrence, and Inez Benson of Saco were visitors at Vill Silver's and Abner Benson's Sunday.

Doris Perry of South Paris was a guest of Faye Littlehale several days this past week.

Alta Hendrickson visited Arline Lefoy at South Paris Wednesday. Winnie Thurlow of Pigeon Hill is visiting her son, Arthur, and family.

Fred Hendrickson has been suffering with an ingrowing toenail. Dr. McKay was called Friday to treat it.

Arthur Thurlow has been laid up several days with an abscess.

Thelma Silver, Ruby and Oliver Lawrence, and Vill Silver were in Gorham, N. H., Tuesday to see Bert Lawrence and family.

Charles Smith is moving into the rent at Pinhook with Claire Ripley. Mr. and Mrs. Harold Hutchins of Portland were callers at Nelson Perham's Sunday.

George and Mary Hendrickson were in Andover Sunday afternoon to see Mr. and Mrs. Frank Perkins. Bert Lawrence and family of Gorham, N. H., were visitors at Charles Silver's Sunday.

Emma Perham was a guest of George Hendrickson Friday afternoon.

Elsworth Lawrence and father have their camp completed and have moved in and settled.

Neighborhood Sochale

The ladies of the neighborhood met at the home of Emma Perham Wednesday afternoon, Nov. 1, to sew for the next school sale which will be held in December. A puff was tacked and several articles were made. In the evening about 50 gathered for a social time which was enjoyed by all. The program consisted of:

- Song, America
- Recitation, Somebody's Mother, Clayton Pierce
- Recitation, Which Shall It Be?, Carroll Thurlow
- Song, Virginia Thurlow, aged 4
- Recitation, Dad, You Win, Robert Pierce
- Quet, Have Thine Own Way Lord, Flora Swinton, Edith Herrick
- Dialogue, Junior and Dorothy Thurlow
- Song, The Home on the Range, Clayton Pierce
- Mother Goose Rymes were repeated by audience
- Song, God Be With You Till We Meet Again.

Refreshments of sweet elder and doughnuts, hot cocoa and cake and popcorn balls were served. Then the following games were played: pin the tail on the donkey, guessing games, chase the doughnut, peanut hunt. Vocal music was pleasing as follows:

- Solo, Virginia Verge
- Duet, Virginia Verge, Rena Ring
- Trilo, Virginia Verge, Rena Ring and Flora Swinton.
- Quartette, Virginia Verge, Rena Ring, Flora Swinton and Edith Herrick
- Solo, His Eye Is On the Sparrow, Mabel Thurlow
- Mixed, Helen Poland, pianist

Several selections were sung by the choir. The next sewing bee will be held at Maybelle Thurlow's on Wednesday afternoon, Nov. 16.

Wedding Invitations or Announcements Printed at the Citizen Office

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Daily 9 a. m. to 12 m. Bryant Pond
2:30 to 5 p. m. Thursdays
Evenings by appointment

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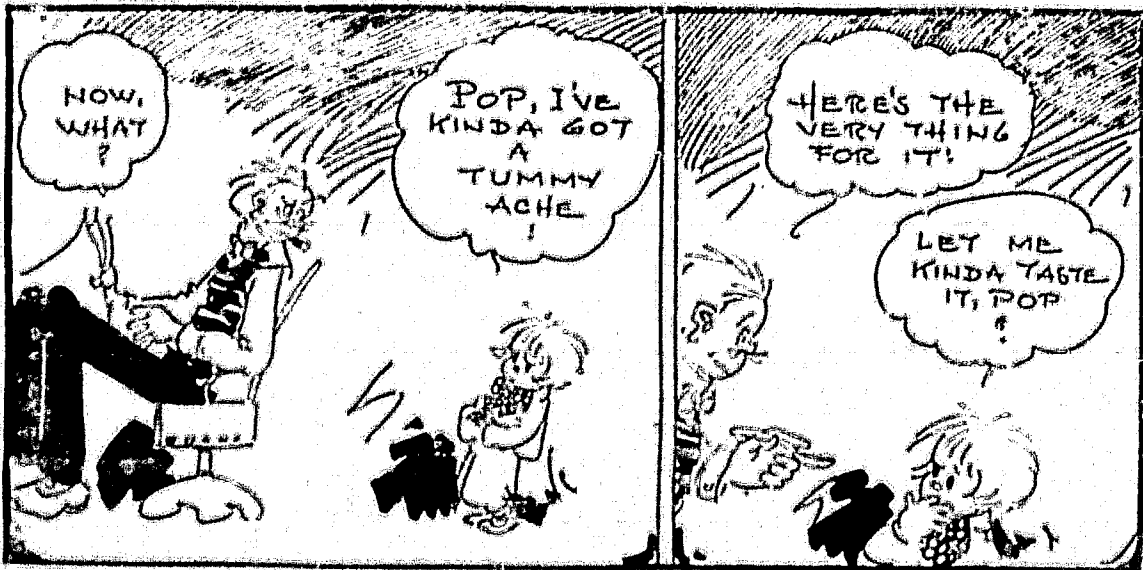
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The purchaser of standard advertised products takes no chances. The quality and price are right. The manufacturer cannot afford to have it otherwise.

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- ATWATER-KENT Radios, E. J. MARSHALL
- CHILTON Pens, E. P. LYON
- Community, Rogers Bros., and Holmes & Edwards Silver, E. P. LYON
- EASTMAN Kodaks, W. E. BOSSERMAN
- EXIDE Batteries, CROCKETT'S GARAGE
- GOODRICH Rubbers, ROWE'S
- McKESSON Health Products, W. E. BOSSERMAN
- MICHAELS-STERN Clothes, ROWE'S
- MUNSON WEAR, ROWE'S
- PENNSYLVANIA Tires, LORD'S GARAGE
- PHILCO Radios, E. P. LYON
- PILOT Radios, LORD'S GARAGE
- RADIOLA, Kolster Radios, CROCKETT'S GARAGE
- RCA Radio Tubes, E. J. MARSHALL
- WALK OVER Shoes, ROWE'S
- WATERMAN Fountain Pens, W. E. BOSSERMAN

SMATTER POP—Well, Anyone Might Have A Preference



By C. M. PAYNE



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GORHAM NORMAL

Dernice Dickerson
The Gorham Normal School held a Get-To-Get in Miss Andrews' Music Monday evening, Oct. 30, to eight o'clock. Miss So of Rumford rendered a lecture, followed by a lecture, "At Dawning," Miss Maxine Clemons of Gorham, accompanied by Miss Cohan. The remainder of the evening was devoted to playing of "Cootie." Miss Woodland won first prize score of 234. The prize was a Cootie. Refreshments, cream, cake and peanut served. Miss Caroline De Portland was chairman of the evening. Among those present: Avis Hinds of Rumford, Miss Johanna Stone of Gorham, Miss Corene Palmer of Gorham and Miss Margaret D. Bethel.

Thursday, November 9, Superintendent and Board of Directors held a day in which all the students and Principals of Gorham Normal are invited to be guests. School for the day. During the day the guests are invited to serve the regular classes of activities. After dinner a will be presented in Russian. The program will be as follows: Orchestral selection; W. address by Kiehl Jordan, Speaker, Supl. Jack of I. Presentation of theme, Miss Abbott, Portland; Communion led by Daniel Wright, Newry. This will be followed short skit, "Minuet," given Dramatic Club. Among the will act as ushers for the Miss Myrtle Pratt, Upton, Daniel Wright, North Newry.

Miss Myrtle Pratt of I. presided at the regular meeting of the Oxford County Club recently in Robie Hall room. Two new members admitted to the club, Miss Frost of Poland, and Miss Davis of Sebago. Miss Hinds of Rumford was c of the program for the This included a violin solo by Miss Irene Tubbs of and a reading by Miss Moulton, Hiram.

After a short business meeting adjourned. Those included Miss Mary Colby a Ruth Mills of South Paris, Miss Bartlett and Miss M. Dalsell of Bethel, Mrs. Benson of Rumford, Misses Dor and Irene Tubbs of Norway, Evelyn Moulton of Hiram.

On Friday of this week the Country team will have its last contest. The contesting team will be Brighton.

Miss Margaret Dalsell of was chosen to represent the door Club at the Civic Convention recently. At the meeting of the Outdoor Club voted to hold a banquet dining room for the members of the club.

The National Honor Society in the Robie Hall Library Tuesday evening, Oct. 31, Miss So of Rumford was in charge of entertainment for the evening. Walter E. Russell was the speaker. He spoke of his travels and the many interesting which he came across. Among those who present were Miss Irene Tubbs of Norway and Miss Avis Hinds of Rumford.

TYPEWRITER RIBBONS

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GORHAM NORMAL SCHOOL

Bernice Dickerson

The Gorham Normal School Glee Club held a Get-To-Gather Party in Miss Andrews' Music Room on Monday evening, Oct. 30, from six to eight o'clock. Miss Sonia Cohen of Rumford rendered a piano selection, followed by a vocal selection, "At Dawning," sung by Miss Maxine Clemons of Hiram, accompanied by Miss Cohen at the piano. The remainder of the evening was devoted to playing the game of "Cootie." Miss Roberta Woodland won first prize with a score of 234. The prize awarded was a Cootie. Refreshments of ice cream, cake and peanuts were served. Miss Caroline De Vane of Portland was chairman of the party. Among those present were Miss Avis Hinds of Rumford, president; Miss Johanna Stone of Bridgton; Miss Corene Palmer of Auburn; and Miss Margaret Dalzell of Bethel.

Thursday, November 9, will be Superintendent and Principal's Day in which all the Superintendents and Principals of the students in Gorham Normal School are invited to be guests of the school for the day. During the forenoon the guests are invited to observe the regular classes or school activities. After dinner a program will be presented in Russell Hall. The program will be as follows: Orchestral selection; Welcoming address by Kiehl Jordan; Guest Speaker, Supt. Jack of Portland; Presentation of theme, Miss Helen Abbott, Portland; Community Singing led by Daniel Wight of North Newry. This will be followed by a short skit, "Minnuet," given by the Dramatic Club. Among those who will act as ushers for the day are Miss Myrtle Pratt, Upton, and Mr. Daniel Wight, North Newry.

Miss Myrtle Pratt of Rumford presided at the regular meeting of the Oxford County Club held recently in Robie Hall reception room. Two new members were admitted to the club, Miss Dorothy Frost of Poland, and Miss Christine Davis of Sebago. Miss Avis Hinds of Rumford was chairman of the program for the evening. This included a violin solo given by Miss Irene Tubbs of Norway and a reading by Miss Evelyn Moulton of Hiram.

After a short business meeting the meeting adjourned. Those present included Miss Mary Colby and Miss Ruth Mills of South Paris, Laurence Bartlett and Miss Margaret Dalzell of Bethel, Mrs. Bessie Rawson of Rumford, Misses Doris Hunt and Irene Tubbs of Norway, Miss Evelyn Moulton of Hiram.

On Friday of this week the Cross Country team will have its last run. The contesting team will be from Bridgton.

Miss Margaret Dalzell of Bethel was chosen to represent the Outdoor Club at the Civic Committee Meetings recently. At the regular meeting of the Outdoor Club it was voted to hold a banquet in the dining room for the members of the club.

The National Honor Society met in the Robie Hall Library Tuesday evening, Oct. 31, Miss Sonia Cohen of Rumford was in charge of the entertainment for the evening. Dr. Walter E. Russell was the guest speaker. He spoke of his trip abroad and the many items of interest which he came across in his travels. Among those who were present were Miss Irene Tubbs of Norway and Miss Avis Hinds of Rumford.

TYPEWRITER RIBBONS

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UNDERWOOD
L. C. SMITH
ROYAL
CORONA
For Sale at
The CITIZEN OFFICE

UPTON

The Lend-A-Hand Club held a Halloween Party at the Library Building on Oct. 31.

The Grange held its opening whist party of the season last Saturday evening with three tables in play. Eva Fuller and James W. Barnett won the prizes.

Mr. and Mrs. A. W. Judkins were Sunday dinner guests of Mr. and Mrs. C. A. Judkins.

Guy Pratt, who was drawn as jurymen, has gone to South Paris to attend to his duties.

The ladies of the Farm Bureau met at the Grange Hall for their regular meeting last Friday afternoon. Miss Ada Brewster, H. D. A., was present and gave an interesting talk on "Sweets for Children."

SOUTH ALBANY

Miss Alice Chapman was a week end guest of Mr. and Mrs. Leo Stearns.

Donald Bond conducted the services at the Albany Church Sunday.

Bernard Allen was a Sunday guest of his parents, Mr. and Mrs. Howard Allen.

Mr. W. R. Cullinan called on R. B. Hill Sunday.

George Kimball, from Waterford, called on his cousin, James A. Kimball, last Tuesday.

Mr. and Mrs. Ernest Brown called on Mr. and Mrs. Roy Wardwell last Thursday.

E. K. Shedd has returned home from the C. M. G. Hospital much improved in health.

Miss Winola Kimball enjoyed the week end at home.

Donald Bond called on Mr. and Mrs. Roy G. Wardwell Tuesday.

Sunday evening callers at James Kimball's were Mr. and Mrs. Leo Stearns, Miss Alice Chapman, Mrs. Colby Robinson and Miss Winola Kimball.

Ivan C. Kimball was in Norway on business Monday.

Mr. and Mrs. W. H. McAllister and Mr. and Mrs. Albert McAllister recently called on Roy Wardwell.

RESOLUTIONS OF RESPECT

Whereas, our beloved brother, Clarence K. Fox, has passed to the Lodge above, it is hereby Resolved, that in his passing Mount Abram Lodge, No. 31, I. O. O. F., has lost one of its most loyal members and one who had served in offices of trust for many years, his family a beloved member, and the community a citizen whose kindly interest in all things of general good will long be missed. Be it further resolved that a copy of these resolutions be sent to the family of Brother Fox, a copy spread upon the records of this Lodge, and published in The Oxford County Citizen, and that our charter be draped for 30 days.

CARL L. BROWN
F. E. RUSSELL
E. H. SMITH
Committee on Resolutions.

See the New Remington Portable Typewriter at the Citizen Office.

Bethel National Bank

Bethel, Maine

Chartered in 1905

A Commercial Bank

BRYANT POND

P. T. A. Meeting

The Parent Teacher Association held their regular meeting last Thursday evening, Nov. 2, with a good attendance. The president appointed the following officers:

Publicity Committee—Annie True.

Entertainment Committee—Mrs. Floyd Redman.

Membership Committee—Walter Ordway and Everett Cole.

Refreshment Committee for the December meeting—Florence Cushman, Louie Sweetser and Abner Mann.

Committee for P. T. A. Play—Florence Perham, Manning Arata and Alden Chase.

The following program was put on:

Song, Gertrude Redman
Song, Three beginners
Reading, Bernice Evans
Reading, William Forbes
Thanksgiving song, "Turkey Gobbler," Third Grade
Reading, Viva Yates
Playlet, "What Thanksgiving Means,"

Song, Gertrude Redman
At the next meeting in December will be the Prize Speaking by the grades.

Franklin Grange

Franklin Grange held its regular meeting Saturday evening with every officer present. There was a large attendance. The District Deputy, Harold Pike, was here. The third and fourth degrees were conferred on a class of six. A baked bean supper was served by the men at 6:30.

Robert Crockett returned from Chicago Friday, where he has been attending the Century of Progress.

Mrs. Eva Curtis of South Paris is visiting her sister, Mrs. Fannie Crockett.

Quite a delegation from Franklin Grange attended Pomona at Bethel Tuesday.

Mr. Arata, Mr. and Mrs. Redman and Mr. and Mrs. Edwin Perham are on a hunting trip at Wilson's Mills.

Mr. and Mrs. Raeburn Hathaway of Massachusetts were the week end guests of Mrs. Hathaway's parents, Dr. and Mrs. R. F. Willard. Her grandmother, Mrs. Ruby McLam, went back with them for a visit.

Dr. and Mrs. R. O. Bucknam of Los Angeles, Calif., who have been the guests of Mr. and Mrs. C. C. Dudley, started for home last Thursday morning.

The school play presented last Friday night was very successful. There was a full house and the parts were well taken. Much credit is due Miss Briggs, who was the coach.

SUNDAY RIVER

Mrs. Eva Bacon spent the week end at R. L. Foster's.

Herbert Hobbs, with friends from Wilton, were here hunting on Monday.

D. S. Curtis and wife spent Sunday at R. L. Foster's.

Dr. Taylor from Massachusetts spent the week end at his club house in Ketchum.

Richard Carreau visited at Roland Fleet's over the week end.

Mr. and Mrs. Donald Carreau spent Sunday evening at Nettie Fleet's.

Mr. and Mrs. Philo Hodkins spent an evening last week at Roland Fleet's.

Mr. and Mrs. Fred Berry returned to their home last Monday.

Reily Reynolds spent Sunday with his parents, Mr. and Mrs. J. J. Reynolds.

Mrs. Enoch Foster spent Saturday at R. L. Foster's.

White or Yellow School Paper, 10c pad, 3 for 25c. Citizen Office.

NORTH NEWRY

Mrs. Robert Cole of Locke Mills was a guest of her parents, Mr. and Mrs. Hartley Hanscom Sunday. Hazel Hanscom is at home for a week's vacation from Woodstock High.

E. M. Wildes and son, Clarence, of Kennebunkport were here hunting Friday and Saturday, visiting at J. L. Ferren's and L. E. Wight's. Mrs. Abbie Littlehale of Errol, N. H., is spending a few days at F. W. Wight's.

Mrs. Frances Vall of Newport, N. H., was a week end guest of Mr. and Mrs. H. H. Morton.

Mr. and Mrs. L. E. Wight had for callers Sunday Mr. and Mrs. William Walker, Mr. and Mrs. C. F. Saunders, M. A. Paine, Mr. and Mrs. P. O. Brinck, Miss Carrie Wight, Abbie Littlehale, Mrs. Clarence Morton, A. W. Herlick, and Gilbert Grant of Wells, Maine.

Mr. and Mrs. F. W. Wight went to Hanover Sunday to see their brother, Arthur Wight.

George Wight and Miss Mary Sanborn were at his home her Sunday.

The Brothers of Bear River Grange will bring boxes for the Box Supper next meeting and the Sisters will buy them.

Daniel Wight spent the week end at Kennebunkport the guest of his roommate, Earle Wildes.

A party from Massachusetts have bought Poplar Hotel and will start building it right away.

Miss Carrie Wight and her mother, Mrs. Sarah Wight, were in South Paris last week. While there Mrs. Wight called on Aunt Sarah Fickett and her sister, Mrs. Henderson.

L. E. Wight is conveying the Gracie scholars.

Miss Frances Lane spent the week end at her home in Errol.

REAL VALUES

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EVERY WEEK FROM WASHINGTON
The Most Important Place in the World

Local news—you get it in your favorite home paper. But you cannot be equally well informed on national and world affairs without Pathfinder. Think of all that is going on! New industrial developments! The all-important agricultural situation! Acts of Congress! Governmental orders and a thousand other things! But how will they affect you personally—THAT'S WHAT YOU'VE GOT TO KNOW.

The true inside story of what goes on at Washington; under standable and reliable information that is so hard to find; the maze of current happenings and fast changing conditions clearly analyzed and explained for you—that is exactly what the Pathfinder will give you. By all means, order Pathfinder with this paper in the club which we have arranged for your benefit. ORDER NOW!



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PATHFINDER
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and
The Boston Daily Post
Both 1 Year

\$6.00

You Save \$1.00

The CITIZEN
and
McCall's Magazine
Both 1 Year

\$2.50

You Save 50c

Before you order new or renewal magazine subscriptions get our 40-page booklet of low prices on hundreds of periodicals.

The Oxford County Citizen,
Bethel Maine

I enclose herewith \$..... for The Oxford County Citizen and the following:

Name
St. or R. F. D.
Post Office

THE OXFORD COUNTY CITIZEN
PUBLISHED THURSDAYS AT
BETHEL, MAINE

CARL L. BROWN, Publisher
Entered as second class matter,
May 7, 1908, at the post office at
Bethel, Maine.

Cards of Thanks, 75c. Resolu-
tions of Respect, \$1.00. Reading
notices in town items, 10c per line.

Single copies of the Citizen are
one sale at the Citizen office and
also by
W. E. Bosserman, Bethel
Donald and Irving Brown, Bethel
Lawrence Perry, West Bethel
George Stearns, Hanover
Gordon Chase, Bryant Pond
John Tebbels, Locke Mills

Any letter or article intended for
publication in the Citizen must
bear the signature and address of
the author and be written on only
one side of the paper. We reserve
the right to exclude, or publish
contributions in part.

THURSDAY, NOVEMBER 9, 1933.

EVERYONE PAYS FOR FIRE

Safeguarding America Against
Fire offers a thought that every
citizen should bear in mind during
and after Fire Prevention Week.
You pay for fire insurance even
though you never bought a policy
in your life.

It's as certain and as inevitable
as that inescapable pair, death and
taxes. If you rent an apartment or
a building, the owner has fire in-
surance and its cost is reflected in
your rent. Insurance must be in-
cluded in the cost of a suit or a
can of beans or a theatre ticket.
The factory that made your auto-
mobile and the dealer that sold it
have insurance—it's part of their
operating cost, and must be ab-
sorbed by income from sales.

As a result, the cutting down of
fire loss in everyone's business,
from a lost world of time every
year is reflected in the cost of in-
surance. Every community's in-
surance rates are based on the actual
experience in that area. Lowering
fire loss won't reduce the cost of
policies this week or next month—
but it will do that eventually, or
prevent increases that would other-
wise be made.

If ever a movement deserved un-
animous support, Fire Prevention
Week does. Officials all the way
from the councilmen of towns to
the President of the United States
strive to make it a success. Every
kind of civic and business and pub-
lic organization cooperates. It is
all done in the public interest—and
the success or failure of it is put
squarely up to the individual citi-
zen.

AN EDITOR LOOKS AT THE
RAILROADS

The following editorial, which
appeared in the Fallon Eagle of
Fallon, Nevada, shows how vitally
the railroad problem affects all
communities, all businesses, all in-
dividuals. It said in part:

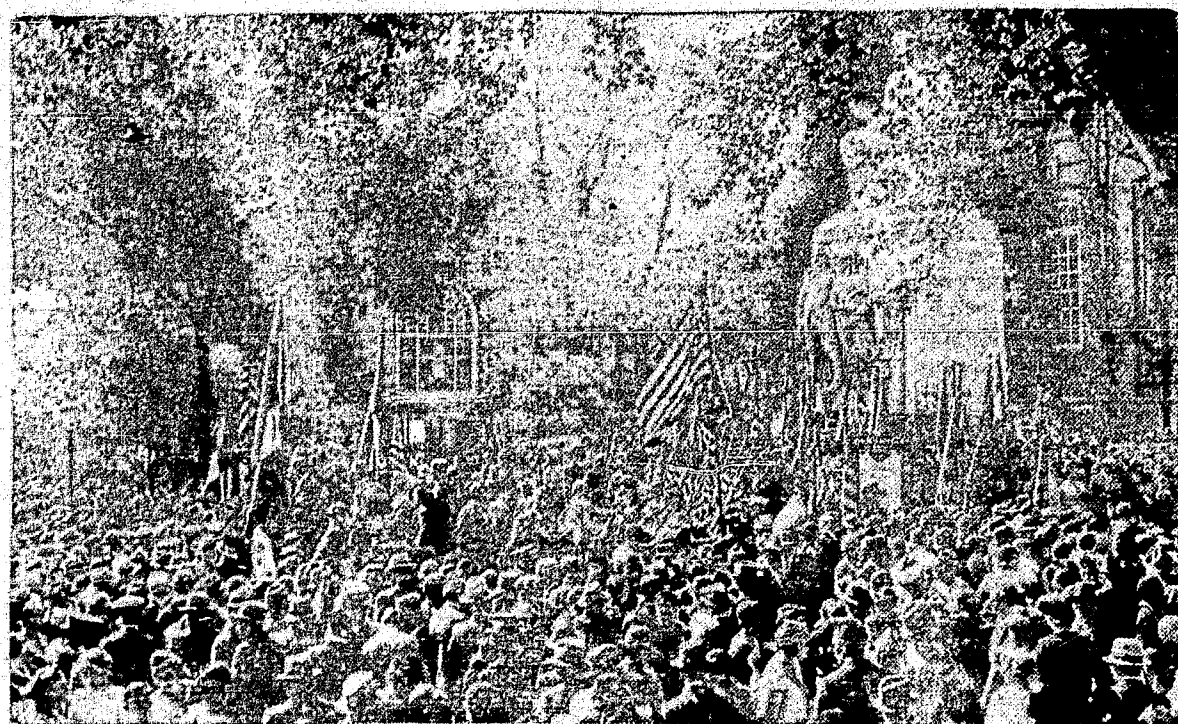
"Just how important the railroad
is to this county was emphasized
when the Southern Pacific and
Southern Pacific Land Co. between
them, paid to the Churchill treas-
urer a total of \$58,462.55 for the
first installment of 1932 taxes.

"Of course the Southern Pacific
has been doing that for years—
paying a large share of all the
taxes paid in this county but what
made it so noticeable this year was
that with most of Nevada's banks
closed, tax payments were com-
paratively few and the Southern
Pacific has filled a big gap.

"County employees will get their
pay, or at least part of it. Other
people who have claims against
the county will get all or part of
what is due them. High school
teachers will have payments on
salaries two months due. These
folks, in turn, will have money to
pay merchants who have been car-
rying them, or will pay their own
taxes, which had been allowed to
go delinquent.

"In short, as matters stand, the
Southern Pacific and others who

Haverford College Celebrates Its Centennial



Scene during the celebration of the centennial of Haverford college in Haverford, Pa., which was attend-
ed by representatives of nearly every college and university in the country.

have been able to dig up their tax
money, are Churchill County's
bankers and have had a large
share, with creameries and turkey
buyers, in turning enough cash
loose in this community to keep
business from being completely
paralyzed.

"An institution which means so
much to any community... is en-
titled to fair consideration at the
hands of the public. The commu-
nity better its own condition by
supporting and helping to develop
the railroad, which, in turn, will
maintain and add to its taxable
valuation, returning more money to
the public treasury.

"Railroads are not faultless. Al-
though they have been hedged
about with restrictions which have
hampered their exercise of initia-
tive and judgment in coping with
modern conditions, they are still at
least partly to blame for the situa-
tion in which they find themselves
today by reason of motor competi-
tion. They have found it extremely
difficult to alter their methods of
doing business, learned in the days
when railroads constituted practi-
cally the only mode of transporta-
tion.

"There is, certainly, a place for
the motor truck in the present day
distribution setup. If the charges
made by the rails are true, how-
ever, there is much work to be
done by public service commissions
in this and other states to render
the competition of the truck lines
fair to the railroads and to the
public.

"Here in Nevada, as was pointed
out recently by the state auditor,
the gas tax is inadequate to care
for the maintenance of the roads
built with federal aid money and
there has had to be a tax levy upon
property for this purpose.... The
truck lines pay comparatively lit-
tle property tax and the railroads,
with their enormous valuations,
are put in the ironical position of
paying a heavy share of the cost
of maintenance of the rights-of-way
used by their motor competition
while at the same time bearing all
the expense of maintaining their
own railroad, and paying taxes for
the privilege.

"The railroads are entitled to
respectful hearing and to fair, im-
partial judgment of their rights.
We can't get along without them
and they should be given an even
chance to prosper."

SCHOOL NOTES

Bethel Grammar School

The following Sixth Grade pupils
received 100% in spelling for the
week ending November 5th: Irving
Brown, Stuart Cross, Kathryn Da-
vis, Madeline Hall, Sidney Howe,
Lillian Leighton, Catherine McMil-
lin, Ethelyn McMillin, Rita Morgan,
Earle Palmer, Eva Vashaw, Edna
Young, and Harold Young.

GOULD ACADEMY
NOTES

The Sophomore Class has elected
the following officers: president,
Henry Hastings, Jr., of Bethel;
vice-president Betty Harrington of
South Sudbury, Mass.; secretary
and treasurer, Phyllis Davis of
Bethel. The sophomore class ring
committee consists of Henry Has-
tings, Christine Onofrio, and Ro-
berta Browne of Bethel and Dor-
othy Irish of South Windham.

The Girls' Glee Club, under the
direction of Miss Leavengood, sang
two pleasing musical numbers in
chapel on Friday morning.

Donald Heald, Gould '31, visited
friends on the campus Tuesday.

The Editorial Board of the
"Academy Herald" is busily en-
gaged in preparing material for an
early edition of the school paper.
Carlton Holmes, Gould '29, a
graduate of Colby College in the
class of '33 is teaching Economics
in the new high school in Lincoln,
Maine. Mr. Holmes visited friends
on the campus recently.

The Oxford County Schoolmas-
ters' Association met at Stephens
High School, Rumford, Wednesday
evening at 6:00 o'clock. Practi-
cally all of the male members of the
Gould faculty attended.

BEAR RIVER GRANGE

Bear River Grange met in regu-
lar session Nov. 4. The following
members served as pro tem offi-
cers: Master E. L. Holt; Overseer,
Irving French; Steward, Willard
Wright; Gatekeeper, Mary Bean;
Flora, Gwendolyn Godwin.

It was decided to hold a whist
party Friday night Nov. 10, and
change the price from 25 cents to
15 cents to play cards, and refresh-
ments to be included.

PROGRAM

Opening Song, "Tramp, Tramp,
Tramp," Grange
Reading, "How We'll Features
Pass the Winter Months,"
Ida Wright
Cake Guessing Contest, Grange
Reading, "The Farmer Talks
About War," Abbie Saunders
Recitation, Gwendolyn Godwin
Announcement that the National
Grange will attend Church Nov.
19 and is desired that each
member make a special effort
to attend his church on that
date, Irving French
Word Guessing Contest, Grange

A box social was enjoyed after
the meeting, and it is expected that
the gentlemen will bring boxes
next meeting.

Beauty Shoppe

Mrs. Higgins
Ramsell Block—Now Open
Permanents and Hair Cutting

HANOVER

William Homan has commenced
on the Federal road work and is
boarding at C. F. Saunders'.

Mrs. Blanche Worcester visited
her sister, Mrs. Gladys Redmond
at Poland recently.

Mrs. Addie Sanders, D. D. G. C.,
inspected Walton Temple Tuesday
evening. Mrs. Lillian Dyer accompa-
nied her.

Mrs. Roena Silver left with her
brother, Frank Barrows, Wednes-
day, for Gorham, N. H., where she
will spend the winter.

Mr. and Mrs. Clement Worcester
are occupying Mrs. Roena Silver's
house through the winter.

Ladies' Night will be observed
by Oxford Farm Lodge, Saturday
evening, Nov. 11.

H. E. Dyer is serving on the jury
at Paris.

Mrs. Susan Thomas is visiting her
sister, Mrs. Eva Hayford.

Mrs. James Coady is at the home
of her daughter, Mrs. Parker Rus-
sell, recuperating after her opera-
tion.

R. B. Stratton's house is occu-
pied by one of the road men and
his family.

Addison Saunders shot a 12-point
buck last week. Several others
also have shot nice deer.

BOY SCOUT NEWS

One of the greatest needs of the
Troop has been a larger place for
its meetings. The work has been
greatly handicapped because of the
close quarters in which the Troop
met. So when Dr. Hanscom an-
nounced that the Board of Trustees
of Gould Academy had given per-
mission to the Troop to hold its
meetings in the Gymnasium, the
news was received with appreci-
ation both by the Scouts and their
leaders.

The local Troop received a let-
ter from Newton D. Baker, chair-
man of the National Citizens Com-
mittee, telling of the "Buy Now"
week for welfare organizations,
from Nov. 5 to 11.

Clarence J.
Perham
HEATING
and
PLUMBING
BRYANTS POND, MAINE
Estimates cheerfully given

NORTH WOODSTOCK

Mr. and Mrs. Herbert Noyes and
family visited relatives at Farming-
ton on Sunday. Their daughter,
Isabel, remained to attend school
there.

Mr. and Mrs. Cullen Abbott re-
cently spent a day with their
daughter, Mrs. George Abbott.
Arnold Coffin is at home on fur-
lough from the Army. He has been
at Panama.

Mrs. Eva Fuller was at Augusta
one day recently to visit her niece,
Bernadine Putnam.

Mrs. George Cushman, son Elwin,
and daughter, Mrs. Willis McGuire
of West Peru, and Mrs. Herman
Cole and daughter, Evelyn, attended
Pomona Grange at Bethel Tuesday.

Mr. and Mrs. C. James Knight's
were at Norway Saturday night.

Mrs. Hardy and Edwin Ricker
and Mrs. Francis Cole were at Sa-
Paris and West Paris last Friday.

A Smith family from South
Woodstock has moved into the Fr-
nest Smith rent.

Everett Cole is at East B Hill
on a hunting trip.

Mrs. John Brown of Bryant Pond
visited her daughter, Mrs. Chas.
Buck one day last week.

Alphonso Brown is working on
the Merrifield Hill road.

MASON

Those from town attending Po-
mona Grange at Bethel were Mrs.
E. H. Morrill and Mr. and Mrs. E.
A. Grover.

Paul Grover is working for
Evans Wilson, Bethel.

Reginald Grover from Halifax
Mass. and Mr. Parry from Brock-
ton, Mass., returned home Wednes-
day after spending a week at L. L.
Grover's camp.

Mr. and Mrs. John Silver and
son, Roy, Mrs. Ethel Silver, Mrs.
Gladys Silver and Earle Silver
from Gorham, Me., were at the
camp Wednesday and Thursday
last week.

Myron Morrill is serving on the
jury at this term of court.

EAST BETHEL

G. K. Hastings is visiting at Has-
tings' Camps, Lovell.

Miss Iva Bartlett spent her va-
cation at her home here.

Urban Bartlett and Ceylon Kim-
ball are attending Court at Paris.

Miss Hermoine Hutchins is
spending her vacation at her home
in Kingsfield, also Miss Alta Brock
is at West Bethel for her vacation.

Mrs. Irving Kimball has return-
ed to her home in Boston.

E. A. Trask, John Howe and S.
B. Newton are on a hunting trip
at Andover Surplus.

This Week Only

Hatchet Brand PEARS,	20c
CRANBERRY SAUCE,	15c
Hatchet Brand TOMATO SOUP,	2 cans 15c
Overland WHEAT CEREAL,	22c
Lucky BREAKFAST FOOD, 5 lbs. 95c	
B. S. Pierce's Swansdown PANCAKE FLOUR,	12c
Cup and Saucer OATS,	25c
Hatchet Bowl OATS,	23c
LAMBS' LEGS,	1b 22c
PORK SAUSAGE,	1b 18c
NEW FIGS,	15c
NEW DATES,	2 lbs. 25c



L.W. Ramsell Co.
PHONE 111

WITH THE POE

Our Readers—If they
long or poem which y
and would like to
write the Citizen. If
to locate it possibly
can furnish it for

requested—"On the
Tennessee."

A BACKWARD GLANCE
Tyler B. Jenks

When life seems d
a trouble, toil and ca
ding sense of childhood
ance—reminiscent—f

ment all too brief
searchlight of the min
back to the morn of
the beginning of tin

kening of the pulse,
thrill of youthful joy,
ad sense of hope and
time cannot destroy.

rift in the clouded sk
ealing the hidden blue
ing the heart a mome
the sunshine thr

heaven were the s
saint
in which our lives
anchored,
on our pilgrimage we s
take a backward glin

al recollection abiding
youth care-free and
ing,
unfurnished by world
holiness, happiness,
and trust.

moment the vision is
d we are as a child
more
curtain falls, the vis
one,
present has closed the

THE RUMSELEYS' SIG
paint you a sign, Rum
have it above your d
er and better sign-bor
on ever had before,
paint with the skill of a

Many will pause to se
wonderful piece of pai
like the reality.

paint yourself, Rumse
you wait for the fair
er.
the morn of manhood,
mother's pride and joy
as no thought of stoppi
you greet him with a
you seem so blithe and f

he pauses to chat a
paint you again, Rum
all paint you as you st
a foaming glass of liqu
ding with either hand.
bers but you urge him
ink! Pledge me just this
he lifts the glass and dra
the hellish work is dra

text I will paint you a
ed.
If a year has flown,
into this loathsome crea
fair young boy has gre
work was quick and ran
all paint him as he lies
sprid drunken slumber
der the winter skies.

paint the form of the n
the kneels at her da
the.
beautiful boy that was
all the world beside
paint you the shape of
a.
ed with one word, "
paint all this, Rumse
paint it free of cost.

ets and the shame an
errow,
crime and want and v
is born there in your
ep
hand can paint, you kn
I paint you a sign, Ru
f.
Many shall pause to
wonderful swinging
card,
terribly, tearfully true.

PEWRI
RIBBONS

16 CENTS EACH
INGTON
UNDERWOOD
L. C. SMITH
ROYAL
CO

CITIZEN OFF

WOODSTOCK

rs. Herbert Noyes and relatives at Farmington, day. Their daughter, Mrs. Cullen Abbott, returned to attend school. Mrs. George Abbott, who is at home on furlough from the Army, has been

Miller was at Augusta last week to visit her mother. Mrs. Cushman, son Elwin, Mrs. Willis McGuire, and Mrs. Herman, daughter, Evelyn, attended the funeral at Bethel Tuesday. Mrs. C. James Knicker, who was away Saturday night, and Edwin Ricker, daughter, Cole were at the funeral last Friday. The family from South Maine moved into the new house at East B Hill last week.

Brown of Bryant Pond, daughter, Mrs. C. H. Brown, is working on the Hill road.

MASON

in town attending the funeral at Bethel were Mrs. J. and Mr. and Mrs. E. J. Grover from Halifax, Mr. Parris from Brockton, returned home Wednesday after a week at the funeral.

Mr. John Silver and Mrs. Ethel Silver, Mr. and Mrs. Earle Silver, Mr. and Mrs. W. M. were at the funeral Sunday and Thursday.

Mr. Parris is serving on the term of court.

BETHEL

Mr. and Mrs. J. H. Lovell, Bartlett spent her vacation home here.

Mr. and Mrs. Ceylon Kimball, returning from Paris, are on vacation at her home. Mrs. Kimball has returned from her vacation in Boston.

Mr. John Howe and Mrs. S. are on a hunting trip.

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WITH THE POETS

Our Readers—If there is an old poem which you can find and would like to see in the Citizen. If we are able to locate it possibly another can furnish it for publication. Requested—"On the Shores of Tennessee."

A BACKWARD GLANCE

Tyler B. Jenks

When life seems darkened with trouble, toil and care, a sense of childhood comes, a sense—reminiscent—fair.

Remember all too briefly searchlight of the mind back to the morn of life, to the beginning of time.

Feeling of the pulse, thrill of youthful joy, a sense of hope and trust, a time cannot destroy.

Light in the clouded sky, gleaming the hidden blue, rising the heart a moment from the sunshine through.

Heaven were the starting point, in which our lives were touched, on our pilgrimage we stopped to take a backward glance.

Recollection abiding, youth care-free and confident, untroubled by worldly lust, holiness, happiness, hope and trust.

Remember the vision is ours, and we are as a child once more, when the curtain falls, the vision is present, has closed the door.

THE RUMSELLER'S SIGN

Paint you a sign, Rumseller, paint it above your door, and better sign-board than you ever had before.

Paint with the skill of a master, many will pause to see wonderful piece of painting, like the reality.

Paint yourself, Rumseller; you wait for the fair young girl, in the morn of manhood, mother's pride and joy.

Paint him with a smile, you greet him with a smile, you seem so blithe and friendly, he pauses to chat awhile.

Paint you again, Rumseller; paint you as you stand, a foaming glass of liquor, shining with either hand.

Paint him but you urge him; paint him just this one, he lifts the glass and drains it, the bellish work is done.

Paint I will paint you a drunkard, if a year has flown, into this loathsome creature, fair young boy has grown.

Paint him as he lies, a drunken slumber, under the winter skies.

Paint the form of the mother, kneeling at her darling's side, beautiful boy that was dearer to all the world beside.

Paint you the shape of a coffin, with one word, "Lost," paint all this, Rumseller, paint it free of cost.

Paint the shame and the sorrow, crime and want and woe, born there in your rum-shop, hand can paint, you know.

Paint you a sign, Rumseller, many shall pause to view wonderful swinging sign-board, terribly, fearfully true.

TYPEWRITER RIBBONS

75 CENTS EACH

INGTON UNDERWOOD

L. C. SMITH ROYAL CORONA

CITIZEN OFFICE

Twins Are Out for Doctors' Degrees



University graduates at fifteen, star reporters at seventeen, and now candidates for doctors' degrees at twenty-one. These are just a few of the accomplishments of Helen and Olive Parish, pretty brunette twins who are enrolled at the University of Southern California as candidates for the degree of doctor of philosophy. They have already received their bachelor of arts and master of arts degrees and have spent six colorful years as "by-line" writers for Atlanta and New York newspapers.

BRITISH PEERS NOW SEEK MOVIE QUEENS

Gnashing of Teeth Heard on English Stages.

London. — "American actresses are getting all the breaks," wall England's stage stars in unison, and well they may lament, for Britain's peers, long addicted to transforming leading lights of the English stage into "Lady" this or that, have transferred their affections to American movie queens and musical comedy leads.

For years a great part of the allure held out by the English stage was the opportunity it offered a talented young woman with twinkling toes or a throaty voice to annex a title through marriage. A few years on the stage, a build-up of meeting the right people and "poof"—you become a countess or a duchess or "Lady something or other" and were ensconced in an ancestral castle where you settled down to giving diplomatic teas and riding to the hounds.

Home Talent Loses. Match-making mammae dangled debutantes before the eyes of eligible title-holders to no avail. The young men had eyes only for the beauties of the stage, for whom the situation was pretty favorable. Their eyes are still glued upon the stage—but American actresses have replaced "home talent" as the focal point of their gaze, and the local coteries are raging.

The most recent of rumored near-engagements of menacing import to English stage stars is that of the little American movie actress, Sally Blane, to handsome twenty-three-year-old Charles Guy Falk Greville, earl of Warwick, possessor of one of the oldest titles and most famous and beautiful castles in the British Isles. During the earl's recent visit to Hollywood, according to reports from there, he squirmed Miss Blane around all the high spots of the film colony, court-

ed her assiduously and gave every evidence that he thought her a pretty grand little person.

Much Chatter Spilled. Much chatter, consequently, is being spilled over the tete-a-tete between London's Mayfair and Hollywood's Beverly Hills.

Whether or not Miss Blane soon will be mistress of the most castle and most romantic castle in England, built in the time of William the Conqueror, where Queen Elizabeth herself slept in the best bed and danced a quadrille in the great hall, remains to be seen.

Much gnashing of teeth is heard on English stages as a result, as was heard early last summer when Lord Charles Arthur Francis Cavendish, youngest son of the duke of Devonshire and one of Britain's wealthiest peers, married Adeline Astaire, American musical comedy star.

Natives Believe Everest

Is Goddess of Mountains

To the natives, Everest is the goddess-mother of the mountains, the abiding place of a great spirit, and to disturb its guarded sanctuary is to brave the wrath of the gods. All the higher peaks of the Himalayas are the home of spirits, some good, some evil, and the loftiest of them are reserved for the principal deities of the Hindoo religion.

Nanda Devi, one of the highest mountains in the British empire, towers to a height of 25,500 feet in the province of Garhwal, and the snow which is continually being blown off its summit is the smoke from a god's kitchen. Beneath the peaks of Badrinath and Kedarnath, which are among the holiest of the heights, lives a Hindoo high priest, who from his rock residence, in communion with the gods. He is so holy that only the highest priests can approach within five feet of him and the entrance to the temple over which he presides has three deities, in succession—of copper, silver and gold, respectively.

EASY AGES

Two of the most delightful parties of this season of Easy Ages occurred at the homes of two of the newer members. These gracious hostesses were Mrs. Albert Wilson, who entertained on Tuesday evening, Oct. 31, and Mrs. Ruth Carver who was hostess to the club on Nov. 7. Most delicious refreshments were served by these ladies. Eating by candlelight enhanced the beauty of the service.

Three tables were in play. Those playing were Mrs. E. L. Davis, Mrs. Doris Lord, Mrs. Grace McFarlane, Mrs. Thelma Van, Mrs. Patricia Bennett, Mrs. Doris Bryant, Mrs. Jane Van, Mrs. Winona Cutler, Mrs. Olive Lurvey, Mrs. Ruth Carver, Mrs. Albert Wilson, and Mrs. Dorothy Tucker. On Nov. 7th Miss Lucia Van substituted for Mrs. Olive Lurvey.

Mrs. Margaret King of Santa Paris, sister of Mrs. Winona Cutler, has invited the club to South Paris for Thursday, Nov. 15.

SONGO POND

Mr. and Mrs. George Brown and daughter took dinner with Mr. and Mrs. Floyd Kimball Sunday.

A. B. Kimball and son, Floyd, were in Auburn and Lewiston Monday and Tuesday, on business.

Fred Murphy has been shingling for A. B. Kimball.

Herbert Damon is cutting wood for Fred Littlefield.

Albert Kimball, Gard Gorman and Roy Gurnea took dinner at Fred Kimball's Wednesday.

Kernit Sweeney has gone to Magalloway for a few days.

Mrs. Floyd Kimball and daughter spent Sunday evening with Mr. and Mrs. Hollis Hutchinson and Mrs. George Brown.

Mr. and Mrs. Herbert Stone were at Mrs. Stone's parents', Mr. and Mrs. Leslie Kimball's, recently.

Belmont Harding is getting truck for Floyd Kimball on the road at Morrill Hill. He is staying at Floyd Kimball's.

Mrs. Floyd Kimball and daughter spent Wednesday of last week with Mrs. Della Gorman.

WEST STONEHAM

Mr. and Mrs. John Adams and son Albert were at North Fryeburg Friday afternoon and bought a pig of E. W. Jones.

Charles Carley and Thornton Currier have finished cutting wood for John Meserve.

Albert Adams and daughter Jeannette and Charles Carley, also Thornton and Florence Currier were in Bridgton Saturday afternoon.

Mrs. Albert Adams is visiting at North Fryeburg for a week.

Syndoceras Cooki—a Beast

It is "something like an anteater and something like a camel." This is the way in which a New York Times correspondent has described a rare specimen of prehistoric animal which has been prepared for exhibition at the Morrill museum at the University of Nebraska, Lincoln. The animal is called the syndoceras cooki, the name for this strange creature which is said to have lived some time in the last ice age period. It has a double set of horns and a skeleton resembling that of a mature camel.

Rowe Hill, Greenwood

Schools in this vicinity are closed for a week's vacation.

Mr. and Mrs. Frank Packard are at their camp here for a few days.

Mr. and Mrs. John Bryant from Freeport were at Newton Bryant's Sunday.

Miss Winifred Bryant spent Monday night and Tuesday at her home here.

Mrs. Ida York is moving into Fannie Howe's rent at Bryant Pond.

Misses Ethel Libby and Winifred Bryant spent Saturday night with Mrs. Laura Seames at Greenwood Center.

Mr. and Mrs. Durward Lang and son Merle and Ethel Libby were at Newry Saturday.

Charles Hobbs was at Camp Sebowisha one day last week. This was his last trip for this fall. We are all very glad to hear that Mrs. Hobbs is gaining from her illness.

Friends and neighbors of Mrs. Ida York met at her home Monday night. There were about 30 present. The evening was spent in playing games with music by the Smoky Mountain Boys. We are sorry to have Mrs. York go away but hope she will like her new home.

William Libby was taken to the hospital Monday for abscess in throat.

Typewriters at the Citizen Office.



Allen's Market

PHONE 122

BETHEL

Honeycomb Tripe, 1 lb. 18c
Native
Pork Chops, 1 lb. 25c
Native
Pork Shoulders, 1 lb. 15c
Pork Steak, 1 lb. 25c

and
Homemade Sausage, perhaps

Maine's Best
Wax Beans, can 12c
Baxter's Finest
Cranberry Beans can 15c
Baxter's Finest
Tomatoes, can 15c
IXL Tomatoes, can 10c
Native Cranberries, 2 qts. 25c

Sick from Constipation

This disorder often causes sickness. If improperly digested food remains too long in the intestines it may produce, developing toxic, or poisonous matter that causes Languor, foul breath, dull mind, blurry eyes, headache, a swollen rheumatism are common symptoms. Prompt relief follows the use of "L. F." Atwood's Medicine. Sold everywhere. 60 doses in 50c bottle.

"L. F." Atwood's Medicine

ROASTERS

for Thanksgiving

\$1 to \$2

J. P. BUTTS HARDWARE

BETHEL

Closed Armistice Day, Saturday

Money Here Means "Cash on Hand To Meet Every Demand."

Bethel Savings Bank

Bethel, Maine

WEST PARIS

Red Cross Elects Officers

The West Paris Branch of the American Red Cross held its annual meeting Wednesday evening, Nov. 1. The following officers were elected:

Chairman—A. T. Hollis.
Vice-Chairman—R. T. Flavin.
Sec. and Treas.—Lena Sewall Herrick.

Auditor—H. H. Gammon.
Home Service Committee—Rev. Eleanor B. Forbes, Rev. Alton B. Maxwell, Rev. Aarne J. Arvinkinen, Mrs. Jessie Abbott.

Eight collectors were appointed for the membership drive. Clothing for the needy is at Norway ready to be distributed.

Masonic Officers Installed

The officers of Granite Lodge, F. & A. M., were installed by Ernest Blaboe and marshal of Bethel on Monday evening, as follows:

W. M.—Abner H. Mann.
S. W.—Emil Heikkinen.
J. W.—H. W. Chapman.
Treas.—O. L. Peabody.
Sec.—Ronald Ross.
Chap.—Elroy Dean.
S. D.—Albert Jackson.
J. D.—Freeman Whitman.
S. S.—Alfred Andrews.
J. S.—Frank Mayhew.
T.—Arthur Dean.

Rehearsal Harvest Supper

Onward Rebekah Lodge held a harvest supper and entertainment Tuesday evening. A good number were out for supper. The program was presented as follows:

Piano Duet, Martha Smith and Glendine Ring.
Solo, Mrs. Redman, Bryant Pond.
Trumpet Solo, Shirley Welch.
Tap Dancing, Anna Curtis.
Reading, Mrs. Winnie Hildon.
Solo, Mrs. Marjorie Hill.
Reading, Phyllis Welch.
Saxophone Solo, Maxine Mann.
Accompanist, Glendine Ring.

An illustrated poem, Bachelor's Dream, was given with the following cast:

Bachelor, Maynard T. Chase.
Dream Girl of his dreams:
Childhood Sweetheart, Lola Hollis, Charlotte Hill, with dolls.
School girl, Edwina M. Mann.
Country girl, Glendine Ring.
Actress, Mrs. Phyllis Mayhew.
Nun, Mrs. Minnie Day.
Sailor Girl, Mrs. Elva Ring.
Suffragette, Mrs. Lizabeth Penley.
World War Nurse, Mrs. Nettie Chase.
Gypsy, Mrs. Maud Day.
Indian, Mrs. Rowena Forbes.
Widow, Mabel Ricker.
His Mother, Mrs. Mildred Davis.
Old Virgin, Peck, Five Couples.
Mrs. Ethel Penley, accompanist.

Mrs. Villa West of South Paris visited her cousin, the Misses Ella and Clara Berry, Tuesday.

The Farm Bureau meeting, which was supposed to have been held Tuesday, Nov. 7, has been postponed until Nov. 14.

Miss Sarah Ricker, Mrs. Mary Walker and Miss Kate Clark of Poland Spring were the guests on Tuesday of Rev. Eleanor B. Forbes.

The Daughters of Union Veterans held their regular meeting at Odd Fellows' Hall Monday evening, Nov. 6, at 7:30 o'clock. Officers were present for rehearsal. A party was enjoyed.

NOTICE.

The subscriber hereby gives notice that he has been duly appointed executor of the estate of George J. Hapgood, late of Bethel in the County of Oxford, deceased, and giving bonds as the law directs. All persons having demands against the estate of said deceased are desired to present the same for settlement, and all indebted thereto are requested to make payment immediately.

ELLERY C. PARK,
Oct. 17th, 1933. Bethel, Maine.32

NOTICE.

The subscriber hereby gives notice that he has been duly appointed administrator of the estate of Arthur L. Farrar late of Grafton Township in the County of Oxford, deceased, and giving bonds as the law directs. All persons having demands against the estate of said deceased are desired to present the same for settlement, and all indebted thereto are requested to make payment immediately.

LESLIE E. DAVIS,
Oct. 17th, 1933. Bethel, Maine.32

Typewriters to Let, Citizen Office.

WEST BETHEL

Mrs. Ella Hale and Mrs. Lena Westleigh entertained three tables of bridge at the home of Mrs. Westleigh. The house was very prettily decorated with the Halloween colors. A delightful luncheon was served by the two hostesses. Much jollity and fun was enjoyed by all present.

Mr. and Mrs. Roland Kneeland were Sunday callers of E. B. Whitman and wife.

Miss Ruby Bennett is spending her vacation with her parents, W. C. Bennett and wife.

Zack Taylor of Norway is visiting at the home of W. C. Bennett. Mr. and Mrs. Paul Head and son, John, were in Andover Sunday. Mrs. Head's parents, Mr. and Mrs. Lewis Akers, returned with them for a week's visit.

A variety shower was given Mr. and Mrs. Carmen Onofrio Wednesday evening by Mrs. Eleanor Lovejoy at the home of Mrs. Onofrio's parents, Mr. and Mrs. Carlton Saunders. They received many nice and useful gifts.

Mrs. Cora Brown was at her brother's, Fred Scribner's, in Albany Sunday.

Albert Kimball was in Berlin one day last week.

School began Monday after a recess of one week, as there were no new cases of scarlet fever.

Miss Alta Brooks is at home for a two weeks' vacation from her school at East Bethel.

Miss Laura Hutchinson spent the week end at her home.

Mrs. Ernest Morrill of Mason called at Mrs. Carroll Abbott's Tuesday on her way to Pomona at Bethel.

Charter No. 7613

Reserve District No. 1
REPORT OF CONDITION OF THE
BETHEL NATIONAL BANK OF
BETHEL IN THE STATE OF
MAINE, AT THE CLOSE OF
BUSINESS ON OCTOBER
25, 1933.

ASSETS	
1. Loans and discounts,	\$ 80,320.81
2. Overdrafts,	11.37
3. United States Government securities owned, 52,772.50	
4. Other bonds, stocks, and securities owned, 99,114.20	
7. Real estate owned other than banking house, 2,250.00	
8. Reserve with Federal Reserve Bank, 34,614.56	
9. Cash in vault and balances with other banks, 68,022.01	
10. Outside checks and other cash items, 345.42	
11. Redemption fund with U. S. Treasurer and due from U. S. Treasurer, 500.00	
Total,	\$337,950.87
LIABILITIES	
15. Demand deposits, except U. S. Government deposits, public funds and deposits of other banks, \$219,804.20	
17. Public funds of States, counties, school districts, or other subdivisions or municipalities, 16,555.70	
18. United States Government and postal savings deposits, 2,682.90	
19. Deposits of other banks, including certified and cashiers' checks outstanding, 81.33	
20. Circulating notes outstanding, 7,540.00	
23. Other liabilities, 85.48	
24. Capital account: Common stock, 250 shares, par \$100 per share, \$25,000.00	
Surplus, 25,000.00	
Undivided profits—not reserves for contingencies, 41,201.36	
Total, including Capital Account,	\$337,950.87

County of Oxford, ss.
I, Ellery C. Park, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

ELLERY C. PARK, Cashier
Subscribed and sworn to before me this 3 day of November, 1933.

ALICE J. BRIDGES,
Notary Public.

Correct Attest:
ERNEST M. WALKER
FRANK E. JANSSEN
E. E. WHITNEY

Directors.

NORTH LOVELL

Walter Laroque and Harold Hill each got a deer last week.

Lillian McKeen has been visiting her cousin, Mrs. Clayton Elliott, at Berlin, N. H.

The Circle Supper was well attended Friday night. A social hour was enjoyed after supper. Eugene Andrews from Norway helped furnish music.

Mr. and Mrs. Dell Stanley called at Amos McKeen's Tuesday.

Mr. and Mrs. Amos McKeen were dinner guests at Clint Milliken's recently.

Lillian McKeen and Mrs. Freeman McKeen and daughter, Eleanor, went to Norway Saturday.

Mr. and Mrs. Garland and family from Red Stone, N. H., called at Amos McKeen's Sunday.

The regular Grange meeting was held Wednesday night, Nov. 1, with the State Deputy, Mr. Whitaker, and wife present.

Walter Newcomb, Clara Russell and Mrs. Bessie Adams took dinner with Mr. and Mrs. Clint Milliken Friday.

Mr. and Mrs. Amos McKeen and daughter, Lillian, and Mrs. Freeman McKeen and daughter, Eleanor, went to Hiram Sunday.

NOTICE.

The subscriber hereby gives notice that he has been duly appointed administrator of the estate of Arthur E. Bennett late of Bethel in the County of Oxford, deceased, without bond. All persons having demands against the estate of said deceased are desired to present the same for settlement, and all indebted thereto are requested to make payment immediately.

EDWARD E. BENNETT,
Oct. 17th, 1933. Bethel, Maine.32

NOTICE.

The subscriber hereby gives notice that she has been duly appointed executrix of the estate of Walter I. Becker, late of Albany in the County of Oxford, deceased, without bond. All persons having demands against the estate of said deceased are desired to present the same for settlement, and all indebted thereto are requested to make payment immediately.

ALTA BIRD MESSERVE,
Oct. 17th, 1933. Lovell, Maine. 32

STATE OF MAINE

To all persons interested in either of the Estates hereinafter named, At a Probate Court, held at Paris, in and for the County of Oxford, on the third Tuesday of October, in the year of our Lord one thousand nine hundred and thirty-three, and by adjournment from day to day from the third Tuesday of said October. The following matters having been presented for the action thereupon hereinafter indicated, it is hereby ORDERED:

That notice thereof be given to all persons interested, by causing a copy of this order to be published three weeks successively in the Oxford County Citizen a newspaper published at Bethel, in said County, that they may appear at a Probate Court to be held at said Paris, on the third Tuesday of November, A. D. 1933, at 9 of the clock in the forenoon, and be heard thereon if they see cause.

Leon A. Roberts, late of Hanover, deceased, will and petition for probate thereof and the appointment of Emily B. Roberts as executrix of the same to act without bond as expressed in said will, presented by the said Emily B. Roberts, the executrix therein named.

John E. Richardson, late of Guilford, deceased, will and petition for probate thereof and the appointment of Lizzie N. Richardson as executrix of the same to act without bond as expressed in said will, presented by the said Lizzie N. Richardson, the executrix therein named.

Annie F. Cross, late of Greenwood, deceased, petition for the appointment of Nellie E. Cross as administratrix of the estate of said deceased, without bond, presented by the said Nellie E. Cross, mother.

Howard L. Coburn, late of Bethel, deceased, first account presented for allowance by Jennie M. Coburn, administratrix.

Witness, Peter M. MacDonald, Judge of said Court at Paris, this 17th day of October in the year of our Lord one thousand nine hundred and thirty-three.

32 FRED W. ROWELL, Registrar.

Wedding Invitations or Announcements Printed at the Citizen Office.

Salesbooks at the Citizen Office.

CUTTING DIVIDENDS TO ADVERTISE HAILED AS GOOD BUSINESS ACUMEN

Products Must Have Publicity or Perish, Experts Say.

"Advertise—or die."

"That is the history of merchandising, and the Colgate-Palmolive-Peet Company is doing the wise thing in reducing its dividends so as to be able to maintain its usual advertising program."

So said Douglass M. Allen, president of the Procter & Collier Company in discussing the action of the soap company in reducing the annual dividend basis to \$1 a share from \$2.50 in order to continue its policy of spending \$1,000,000 or more a month on advertising.

"The officials of the soap company are not guessing," Allen added. "They know the lesson taught by the history of marketing and advertising. It is this: Continue advertising or sink into oblivion."

"I can recall at this moment a soap that years ago was sold in vast quantities all over the United States because it was well advertised. But the advertising was stopped—and the sales stopped, too, and now no one ever hears of that soap and it is completely off the market."

"I recall a breakfast food that years ago was a best seller. It was well advertised then. But someone thought it could sell without advertising—but it didn't. It died a commercial death when the breath of advertising was taken out of it."

Every year there are vital changes in 14 per cent of our population and advertising must take these changes into consideration.

A merchant must advertise not only to hold and sell his old customers—but to make new customers, for the old population dies or moves away and new population is constantly appearing.

"Out of 100,000 people there are annually 2,033 new born, 1,042 brides and as many bridegrooms open new homes, 1,656 persons enter other homes or apartments and 1,166 die."

"A recent compilation shows that twenty large corporations that consistently maintained their advertising through the depression showed remarkable results without exception, and completely outdistanced twenty other large corporations that failed to maintain their advertising."

"The company willing to cut dividends now to preserve its advertising when others are reducing theirs is acting with vision. Stockholders, making a temporary sacrifice, are bound to benefit the long run."

Jesse M. Joseph, of the Joseph Advertising Agency, declared that Colgate-Palmolive-Peet Company acted with great wisdom in maintaining its advertising at the expense of a cut in dividends. "Stop advertising and the company can public will forget you and product overnight," Joseph commented.

"The soap company evidently knows that to be the historic I can recall many instances where that thing occurred. Articles, nationally advertised and sold in quantities and that build up times promptly sank into oblivion when the advertising ceased."

"I recall a toilet article that widely advertised years ago enjoyed a stupendous popularity and sale. But when the proprietor died and the business came into control of the family, they decided to save \$250,000 annually by not advertising, the product promptly dropped out of notice and use. Instead of the money usually spent for advertising they lost it and more."

"Advertised products, because quantity production, can be sold cheaper than a non-advertised article. Who pays for advertising? It is the manufacturer who does not advertise."

"In the old days they used to compete in the life of it. That's changed. Today advertising and co-operation are the new trade. Cease to advertise and public forgets you overnight."

hard to come back, for someone who has consistently advertised will take your place if you quit."

CHAPTER V

looked forward with interest that she was approaching with the person she designated to herself as the one to order a more substantial yet, after all, why should she had not invited them?

she compromised. Three and an apple were left to her as usual, which was told to hold a large reserve.

can arrived promptly and himself out to the long ceremony. Plainly corner one of the superfluous banished from his scheme.

is followed with a small sandwiches, regarded him with extreme disfavor. "A joke?" he demanded. "saw the twinkle in Smif's eyes which the rest of the was quickly forthcoming."

why don't you talk?" he said full justice to the sandwich.

crediting on the inequality of this world. "I judge that I have a title of what you only scales I could be on would be a hay scythe. These the same is true of people."

and yourself or let me. Lucinda's best customer. And Lucinda's name was given to understand.

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The Fourth Lovely Lady

THERESE BENSON

WNU Service
The Dobbins-Merrill Company.

THE STORY

TER I.—Following the ending of her piece, Clint, who she has found, Smith Lovely ("Smif," in instance), youngest of the wealthiest of the sisters, finds herself in a tangle of circumstances. Her own plans for the future, which she refuses to let her sister, prominent New York society.

TER II.—The historic Lovelylea, in Virginia, by Smif's brother, Bill, is unable to find a place there, "as a Lovelylea is living in Chile, where is rented to a Mr. J. C. Smif. Smif's dearest wish, Lovelylea, to which she is to be returned, will not return."

TER III.—Under the name of Smif, established as a "Little Sister of the Sea" consultant. The business to be remunerative, a consideration among the family should, expresses it, become a success."

TER IV.—Smif has a child (she does not require to save their names) who, while the Lovelylea pursues her ordinary stout lady, who in her return to us, the lady in question, Mr. Washington Mercedes (M. W. Mercedes), her story of her excess story, her lover, "John," and the identity of the Lovelylea, who is herself, affected with a sense of the result of her story. For a generous friend."

CHAPTER V

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